

Message Text

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R 281240Z MAR 75

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 8363

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

AMCONSUL PORTO ALEGRE

UNCLAS BRASILIA 2320

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: FY 1976 COMMERCIAL EVENTS SCHEDULE

REF: STATE 054417

1. SUMMARY: EMBASSY GREATLY CONCERNED ABOUT REFTEL CUT AND STRONGLY URGES THE MAINTENANCE OF THE FY-76 COMMERCIAL EVENTS SCHEDULE AT THE PREVIOUSLY PROGRAMMED LEVEL. BRAZIL IS ONE OF THE MOST DYNAMIC MARKETS FOR US CAPITALS GOOD EXPORTS AND THE US IS FACING INCREASING COMPETITION IN THIS AREA. END SUMMARY.

2. THE PROGRAM CUT (REFTEL) COMES AT A TIME WHEN (A) BRAZIL HAS EMERGED AS ONE OF THE MOST DYNAMIC WORLD MARKETS FOR IMPORTS OF INDUSTRIAL MACHINERY AND EQUIPMENT, SURPASSING FRANCE AND ITALY IN 1974 TO BECOME THE SEVENTH LARGEST PURCHASER OF US EXPORTS; (B) IN-DEPTH MARKET STUDIES COMPLETED AT CONSIDERABLE COST AND EFFORT BY THE DEPARTMENT OF COMMERCE INDICATE THAT BRAZIL WILL CONTINUE TO IMPORT ON AN IMPORTANT SCALE THE ITEMS THAT CANCELLED EVENTS PROPOSED TO PROMOTE; (C) OUR CHIEF COMPETITORS, LED BY JAPAN AND WEST GERMANY, ARE INCREASING THEIR EFFORTS TO SELL IN THE BRAZILIAN MARKET; (D) OUR TRADE PROMOTION EVENTS ARE MEETING WITH CONSIDERABLE SUCCESS IN INTRODUCING NEW US FIRMS TO THE BRAZILIAN MARKET AND GENERATING EXPORT SALES; (E) US INDUSTRY IS INCREASINGLY DE-

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PENDENT ON FOREIGN SALES.

6/ WE BELIEVE THAT US EFFORTS TO PENETRATE THE BRAZILIAN MARKET SHOULD BE SUSTAINED AT LEAST AT THE LEVEL PREVIOUSLY PROGRAMMED FOR FY-76, EVEN IF DOING SO REQUIRES A REALLOCATION OF PERSONNEL AND FINANCIAL RESOURCES WITHIN THE GEOGRAPHIC BUREAU. FAILURE TO CONTINUE THE LEVEL OF OUR TRADE PROMOTION EFFORTS WILL INEVITABLY LEAD TO A RELATIVE DECLINE IN THE US SHARE OF THE BRAZILIAN MARKET, ONE OF THE TRULY DYNAMIC MARKETS IN THE HEMISPHERE. THE DECISION TO CUT BACK BY HALF THE PREVIOUSLY PLANNED FY-76 TRADE PROMOTION EVENTS FOR BRAZIL IS A SERIOUS DILUTION OF WHAT WAS ORIGINALLY BUT A MODEST PROGRAM.
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